



The Hundreds Upon Hundreds of People Who for the Past Week Attended the Popular's Sensational Money Raising Sale

Will cheerfully testify to the genuineness of the Bargains offered. They are living witnesses of the fact that the Sale which started here last Saturday has absolutely no competition in point of variety, quality and low price. Footing up our receipts we find

We Are Still \$10,000 Shy and 4 Days to Raise It In

—Some task! But we will do it! Beginning today profits will be thrown to the four winds. Cost will be entirely forgotten. We mean it! The proofs are before you! Now read then come and profit by it!



Calicos 12½c

It's a long, long time since such good news was spread—Shirting patterns, Indigo blue and black in dots, figures and stripes—while they last, per yard 12½c

\$1.25 Work Shirts 79c

Not the cheap, flimsy sorts, but A1 Chambray Shirts, in blue and grey, a record breaker, 79c

\$2 Khaki Pants \$1.19

Real \$2.00 kinds, a good quality, with cuff bottoms, a wonder at \$1.19

25c Dress Gingham 15c

An even 20 pieces of new Gingham—plaids, checks and stripes—cheap at 25c; extra special, 15c

25c Cotton Challies 17½c

—A large assortment of small and large floral designs, suitable for comforters, usually sold at 25c—Sale 17½c

Unbleached Muslin

—A splendid quality, full yard wide, usually 29c per yard, in this Sale 19c only

Ladies' Pumps and Oxfords, Sold up to \$6.00, Now \$2.98

Men's \$3.50 Scout Shoes—tan or smoke, have elk soles. In this sale only \$2.69

Men's \$4.50 Work Shoes—of heavy grain leather, black or tan; have double sole. Sale price \$3.69

Men's \$4.00 Dress Shoes—Button, lace or English styles, every size and every width. Remarkably good shoes at a very low price—\$2.98

Men's \$5.00 Dress Shoes—of gummetal calf, in button, lace, or English styles, in a full range of sizes—On sale at \$3.98



175 Pairs of Ladies' Pumps and Oxfords—Broken lots of a dozen different styles, including Colonials—kid and patent leather in champagne and black—All sizes in the bunch—Values up to \$6.00—\$2.98

Great Big Lot of Ladies' High Shoes—Button or lace in all black, cloth tops or fancy tops—not every size in each particular style, but all sizes in the combined assortment. Values to \$5.00—Sale price \$2.98

A Large Shipment of Ladies' Pumps and Strap Slippers—newest styles in kid or patent leather, high or low heel, all sizes—Values up to \$6.00—On sale \$3.98

Berkeley Cambric

—The best quality to be had, 36 inches wide, and generally retailed at 39c, in this sale, yard 29c

Indian Head

—A fabric so much in demand for Middy Blouses, full bleached and well worth 39c, on sale 29c now at

Middies and Smocks

—Best \$3 styles, in solid colors and plaids, about 3 dozen to choose from, on sale \$1.98

Towels

—Huck and Turkish Towels—blue and red bordered, both hemmed, real 25c kinds—on sale at 19c each

Comforts

—Real \$4.50 Silkoline covered comforters, full size, filled with pure white cotton, on sale \$2.98

Bleached Muslin

—A real 22½c quality, full yard wide, the best Muslin retailed for 14c many a month at

Woolnap Blankets

—Extra good \$6.00 Blankets, size 70x80, a full double Bed Size—grey, tan or white—in this sale \$3.98

Curtain Swiss

—Full 36 inches wide, all pure white, elaborate floral designs, a banner 25c value, now, yard 19c

15% Off

Entire Stock of Ladies'

Muslin Underwear

—Such as Gowns, Petticoats, Chemise, Drawers, Corset Covers, Etc.

Ladies' \$1.50 Waists 79c

—Wash Waists, of white Voile, all neatly trimmed, a limited quantity only.

Ladies' \$2.00 Voile Waists—trimmed in either lace or embroidery, mostly all sizes, on sale \$1.29

Ladies' \$2.69 Voile Waists—Various models—some embroidered, some trimmed in Val, lace, others in Filet Lace, on sale \$1.98

Ladies' \$3.98 Silk Waists—in Habutai and Taffeta, plain or fancies, all dark colors, \$2.98

Ladies' \$6.98 Georgette Waists—many beautiful models, in flesh, white, Nile, bisque, wisteria and black, on sale \$5.69

"Hope" Muslin 19½c

—Everybody knows the regular selling price of this good bleached Muslin. It's fully 36 inches wide, and a wonderful bargain at, per yard 19½c

White Goods Reduced

19c India Linen—White, 32 inches wide, for waists and dresses, 13c
32-inch India Linen—An extra good 29c quality, on sale at, yard 19c
36-inch White Striped Madras—For dresses, waists and skirts, worth 29c, on sale at 29c
25c White Dimity—in small and large checks, on sale at 15c

Hosiery

Ladies' 50c Lisle Hose—Mercerized, high spliced heel and toe, white or black, on sale 39c
Boys' Black Ribbed Hose—A splendid 40c grade, sizes 7 to 11, on sale at 29c

Bungalow Apron

A great big table of the newest out—Aprons of Percale, Gingham and Chambray, in solid colors, plaids and stripes, prices especially for this sale at 98c to \$2.39



On All Ladies' and Children's

Coats and Sweaters

And On All

Men's Wool Sweaters

Ranging in Price from

\$5.00 to \$12.90

Save on Colored Wash Goods

22c Percales—In Gingham patterns, bookfold stripes, checks and plaids, 15c
36-inch Percales—In light and dark patterns, worth 35c, on sale 22½c
59c Linens—In natural and pink, 36 inches wide, for skirts and tub 39c
40-inch Sheertex Voile—In beautiful light and dark floral designs, worth 39c, on sale 29c
25c Swiss and Batiste Lawns—In light and dark flowered designs, on sale 19c

29c Dress Gingham—New styles in stripes, checks and plaids, on sale 19c
32-inch Dress Gingham—In plaids, stripes, checks and solid colors, regular 39c value, extra special, yard 27½c
20 Pieces of Linen Finish Chambray—An excellent 35c quality, all colors, on sale at, yard 26c
49c Mercerized Poplins—In many colors, in this sale, yard 39c
19c Figured Lawns—Mostly light patterns, on sale at, yd. 12½c

Men's Furnishings Much Underpriced

\$1.25 Nainsook Union Suits—Athletic styles, all sizes, on sale 79c

\$1.50 Nainsook Union Suits—Athletic styles, a wonder 98c

\$2.00 "Chalmers" Balbriggan Union Suits—Short sleeves and ankle length, also some medium weight ribbed union suits with long sleeves, on sale at \$1.39

25c Cotton Socks—Seamless, black and many colors, on sale 19c

35c Cotton Socks—With linen heels and toes, every wanted color, a wonderful bargain at 23c

\$1.25 Negligee Shirts—Of Madras, in light patterns, on sale at 79c

\$1.50 Golf and Negligee Shirts—A big variety of patterns, all sizes, on sale at 98c

\$1.50 Cotton Flannel Shirts—Grey only, to close at only 79c

\$2.00 Golf and Negligee Shirts—In plain white and fancy stripes, on sale at \$1.39

75c Balbriggan Underwear—Shirts and drawers, in all sizes, on sale at 49c

\$1.00 Shirts and Drawers—Either medium weight ribbed or Balbriggan, on sale at 79c

\$1.50 Balbriggan Union Suits—Long sleeves and ankle length, on sale at 98c

75c Underwear—Shirts and Drawers, ribbed, medium weight, to close 39c



Mohawk Shirts

62x90 Sheets, now \$1.48
72x90 Sheets, now \$1.69
81x90 Sheets, now \$1.79

Save on Sheeting

54-inch, formerly 59c, now 49c
63-inch, formerly 69c, now 55c
72-inch, formerly 75c, now 59c
81-inch, formerly 85c, now 65c
90-inch, formerly 95c, now 69c

25% Off

Entire Stock of Men's

Dress Pants

Men's Blue Bib Overalls—best \$2.75 sorts, a heavy grade, on sale \$1.98

Men's Express Style Overalls—Bib style, a heavy quality, usually \$3.50, \$1.98 on sale at

Men's Levi Strauss Overalls—also Finck's Detroit Special. Bib style, regularly \$2.00, now \$2.39

The Popular Dry Goods Co.

136 East Washington Street, Phoenix, Arizona